

ORDER



Orders	Order / Rev:	1308978	
	Alt Order #:	08407041	
	Product Desc:	CHRIS JACOBS FOR SEN	
	Estimate:	129	
	Flight Dates:	10/03/16 - 10/09/16	Primary AE: Jim Quinn
	Original Date / Rev:	09/30/16 / 10/06/16	Sales Office: T-PHI
	Order Type:	Political	Sales Region: NAT

Agency	Name:	Brabender Cox Mihalke/ POL	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		1218 Grandview Avenue	Billing Cycle: EOM/EOC
		Pittsburgh, PA. 15211	Agency Commission: 15%

Advertiser	Name:	Chris Jacobs for Senate / POL	New Business Thru:
	Demographic:	A35+	Order Separation: 00:15:00
	Product Codes:	PL-State House Representative	Advertiser External ID: 107125
	Priority:	P04-GB	Agency External ID: 28766AG
	Revenue Codes:	AGY, (POL) Political, (POL) Candidate	Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/09/16	35	\$25,780.00	\$21,913.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	35	\$25,780.00	\$21,913.00	0.00
Totals	35	\$25,780.00	\$21,913.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WGRZ	36%	\$25,780.00
Market	100%	\$71,611.11

Competitive Share

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	30%	\$21,483.33
WKBW	21%	\$15,038.33
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	2%	\$1,432.22
WNYB	0%	\$0.00
WNYO	2%	\$1,432.22
WUTV	9%	\$6,445.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	10/07/16	10/07/16	Local News @ 5p M-F	CM	5-530p	----F--	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
CH 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--		1				\$700.00		0.00			
E 2	WGRZ	10/07/16	10/07/16		CM	530-6p	----F--	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00

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Alt Order #: 08407041
Flight Dates: 10/03/16 - 10/09/16

Advertiser: Chris Jacobs for Senate / POL
Product Desc: CHRIS JACOBS FOR SEN
Estimate: 129
WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Local News @ 530p M-F															
Local News @ 530p M-F															
CH 2 NEWS AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	----F--			1		\$700.00		0.00				
E 3	WGRZ	10/07/16	10/07/16	Local News @ 6p M-F	CM	6-630p	----F--	:30	1	\$980.00	P03-F	0.00	NM	1	\$980.00
Local News @ 6p M-F (6:00 PM-6:30 PM)															
CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	----F--			1		\$980.00		0.00				
E 4	WGRZ	10/07/16	10/07/16	Local News @ 6a M-F	CM	6-7a	----F--	:30	1	\$595.00	P03-F	0.00	NM	1	\$595.00
Local News @ 6a M-F															
DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	----F--			1		\$595.00		0.00				
E 5	WGRZ	10/07/16	10/07/16	ET 7-730p	CM	7-730p	----F--	:30	1	\$585.00	P02-F	0.00	NM	1	\$585.00
Entertainment Tonight															
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	----F--			1		\$585.00		0.00				
E 6	WGRZ	10/07/16	10/07/16	Today Show	CM	Today Show	----F--	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	----F--			1		\$400.00		0.00				
E 7	WGRZ	10/03/16	10/03/16	Local News @ 5p M-F	CM	5-530p	M-----	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
Local News @ 5p M-F															
CH 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	M-----			1		\$700.00		0.00				
E 8	WGRZ	10/03/16	10/03/16	Local News @ 530p M-F	CM	530-6p	M-----	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
Local News @ 530p M-F															
CH 2 NEWS AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	M-----			1		\$700.00		0.00				
E 9	WGRZ	10/03/16	10/03/16	Local News @ 6a M-F	CM	6-7a	M-----	:30	1	\$595.00	P03-F	0.00	NM	1	\$595.00
Local News @ 6a M-F															
DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	M-----			1		\$595.00		0.00				
E 10	WGRZ	10/03/16	10/03/16	Today Show	CM	Today Show	M-----	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	M-----			1		\$400.00		0.00				
E 11	WGRZ	10/03/16	10/03/16	Mon Prime Other	CM	8p-11p	M-----	:30	1	\$3,060.00	P02-F	0.00	NM	1	\$3,060.00
Mon Prime Special (8:00 PM-10:00 PM)															
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	M-----			1		\$3,060.00		0.00				
E 12	WGRZ	10/08/16	10/08/16	Local News @ 6p Sa	CM	6-630p	-----S-	:30	1	\$560.00	P03-F	0.00	NM	1	\$560.00
Local News @ 6p Sa (6:00 PM-6:30 PM)															
CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	-----S-			1		\$560.00		0.00				
E 13	WGRZ	10/08/16	10/08/16	Local News @ 6a Sa	CM	Sat Early Daybreak	-----S-	:30	1	\$300.00	P02-F	0.00	NM	1	\$300.00
Local News @ 6a Sa															
EARLY SATURDAY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	-----S-			1		\$300.00		0.00				
E 14	WGRZ	10/09/16	10/09/16		CM	6-630p	-----S	:30	1	\$560.00	P03-F	0.00	NM	1	\$560.00

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Advertiser: Chris Jacobs for Senate / POL
 Product Desc: CHRIS JACOBS FOR SEN
 Estimate: 129
 WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Local News @ 6p Su Local News @ 6p Su (6:00 PM-6:30 PM)															
CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/03/16		10/03/16	10/09/16	-----S			1		\$560.00		0.00				
E 15	WGRZ	10/09/16	10/09/16	Local News @ 7a Su	CM	7-8a	-----S	:30	1	\$450.00	P02-F	0.00	NM	1	\$450.00
Local News @ 7a Su (7:00 AM-8:00 AM)															
SUNDAY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/03/16		10/03/16	10/09/16	-----S			1		\$450.00		0.00				
E 16	WGRZ	10/09/16	10/09/16	Today Show Su	CM	8a-9a	-----S	:30	1	\$660.00	P02-F	0.00	NM	1	\$660.00
NBC Today Show (Su) (8:00 AM-9:00 AM)															
SUNDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/03/16		10/03/16	10/09/16	-----S			1		\$660.00		0.00				
E 17	WGRZ	10/09/16	10/09/16	NFL Su Night Game	CM	NFL Regular Seas	-----S	:30	1	\$1,400.00	P04-C	0.00	NM	1	\$1,400.00
NFL Regular Season (8:30 PM-11:00 PM)															
SUNDAY NIGHT FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/03/16		10/03/16	10/09/16	-----S			1		\$1,400.00		0.00				
E 18	WGRZ	10/06/16	10/06/16	Local News @ 5p M-F	CM	5-530p	---T---	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
Local News @ 5p M-F															
CH 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/03/16		10/03/16	10/09/16	---T---			1		\$700.00		0.00				
E 19	WGRZ	10/06/16	10/06/16	Local News @ 530p M-F	CM	530-6p	---T---	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
Local News @ 530p M-F															
CH 2 NEWS AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/03/16		10/03/16	10/09/16	---T---			1		\$700.00		0.00				
E 20	WGRZ	10/06/16	10/06/16	ET 7-730p	CM	7-730p	---T---	:30	1	\$585.00	P02-F	0.00	NM	1	\$585.00
Entertainment Tonight															
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/03/16		10/03/16	10/09/16	---T---			1		\$585.00		0.00				
E 21	WGRZ	10/06/16	10/06/16	Today Show	CM	Today Show	---T---	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
Today Show (7:00 AM-9:00 AM)															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/03/16		10/03/16	10/09/16	---T---			1		\$400.00		0.00				
E 22	WGRZ	10/06/16	10/06/16	Today Show 2	CM	9-10a	---T---	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
Today Show 2 (9:00 AM-10:00 AM)															
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/03/16		10/03/16	10/09/16	---T---			1		\$225.00		0.00				
E 23	WGRZ	10/06/16	10/06/16	Thu Prime B	CM	9p-10p	---T---	:30	1	\$1,400.00	P04-C	0.00	NM	1	\$1,400.00
Thu Prime B															
CHICAGO MED															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/03/16		10/03/16	10/09/16	---T---			1		\$1,400.00		0.00				
E 24	WGRZ	10/04/16	10/04/16	Local News @ 530p M-F	CM	530-6p	-T-----	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
Local News @ 530p M-F (5:30 PM-6:00 PM)															
CH 2 NEWS AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/03/16		10/03/16	10/09/16	-T-----			1		\$700.00		0.00				
E 25	WGRZ	10/04/16	10/04/16	Local News @ 6p M-F	CM	6-630p	-T-----	:30	1	\$980.00	P03-F	0.00	NM	1	\$980.00
Local News @ 6p M-F (6:00 PM-6:30 PM)															
CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/03/16		10/03/16	10/09/16	-T-----			1		\$980.00		0.00				
E 26	WGRZ	10/04/16	10/04/16		CM	7-730p	-T-----	:30	1	\$585.00	P02-F	0.00	NM	1	\$585.00

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 Alt Order #: 08407041
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Advertiser: Chris Jacobs for Senate / POL
 Product Desc: CHRIS JACOBS FOR SEN
 Estimate: 129

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				ET 7-730p											
				Entertainment Tonight		(7:00 PM-7:30 PM)									
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/03/16	10/09/16	-T-----			1		\$585.00	0.00					
E 27	WGRZ	10/04/16	10/04/16	Today Show	CM	Today Show	-T-----	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/03/16	10/09/16	-T-----			1		\$400.00	0.00					
E 28	WGRZ	10/04/16	10/04/16	Today Show 2	CM	9-10a	-T-----	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
				Today Show 2	(9:00 AM-10:00 AM)										
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/03/16	10/09/16	-T-----			1		\$225.00	0.00					
E 29	WGRZ	10/05/16	10/05/16	Local News @ 5p M-F	CM	5-530p	--W----	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
				Local News @ 5p M-F	(5:00 PM-5:30 PM)										
				CH 2 NEWS FIRST AT 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/03/16	10/09/16	--W----			1		\$700.00	0.00					
E 30	WGRZ	10/05/16	10/05/16	Local News @ 6p M-F	CM	6-630p	--W----	:30	1	\$980.00	P03-F	0.00	NM	1	\$980.00
				Local News @ 6p M-F	(6:00 PM-6:30 PM)										
				CH 2 NEWS AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/03/16	10/09/16	--W----			1		\$980.00	0.00					
E 31	WGRZ	10/05/16	10/05/16	Local News @ 6a M-F	CM	6-7a	--W----	:30	1	\$595.00	P03-F	0.00	NM	1	\$595.00
				Local News @ 6a M-F											
				DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/03/16	10/09/16	--W----			1		\$595.00	0.00					
E 32	WGRZ	10/05/16	10/05/16	Today Show	CM	Today Show	--W----	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/03/16	10/09/16	--W----			1		\$400.00	0.00					
E 33	WGRZ	10/05/16	10/05/16	Wed Prime B	CM	9p-10p	--W----	:30	1	\$2,520.00	P02-F	0.00	NM	1	\$2,520.00
				Wed Prime B											
				LAW & ORDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/03/16	10/09/16	--W----			1		\$2,520.00	0.00					
N 34	WGRZ	10/07/16	10/07/16	Insider 730-8p	CM	730-8p	----F--	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
				Insider											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/03/16	10/09/16	----F--			1		\$300.00	0.00					
N 35	WGRZ	10/03/16	10/09/16	12-1230a Su	CM	12x-1230x	-----S	:30	1	\$40.00	P02-F	0.00	NM	1	\$40.00
				Sun 12x-1230x											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/03/16	10/09/16	-----S			1		\$40.00	0.00					
													Totals	35	\$25,780.00